

EAGA Business Builder

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Today's speaker was Jim Asperger - Crest Mechanical



Mr. Asperger grew up in a community named Youngstown in NE Ohio. The town has a history of iron and steel industries, and football. Not necessarily in that order. Jim's father was the second of ten children to attend college. He started with plans of becoming an attorney, but a little more investigation lead him to believe that he would be better off financially if he dropped out of school and instead became a Hot Point appliance salesman. Based on today's world, that decision may have been a little off in the

financial aspect, but probably right-on in the reputation aspect (EAGA legal members excluded). The older Mr. Asperger was hard worker, and that positive trait was certainly transferred to Mr. Asperger the younger. Jim attended Miami University (not that warm, beachy school in Florida, but that colder, snowy school in Ohio). The Ohio Miami University has some notable alumni: Benjamin Harrison; Paul Ryan; Ben Roethlisberger; Ara Parseghian and most important of all — Jim Apserger. After graduation, Jim took his newly earned degree and did what many Literature degreed folks do...he moved to Phoenix and began waiting tables. Jim continued to investigate other options and made an amazing discovery: there is not just an finite number of cardboard boxes that get continually recycled to other uses. There are actually companies that make those things; and the companies need people to sell their goods. Mr. Asperger was successful enough as a corrugated box salesman, but he just couldn't get excited about the accomplishments. Jim notes that his work day started about 9AM when he would check his beeper, then he would make some calls until about 3:30 (probably with a break for lunch); then he would knock off for the day. Sounds like a rather cushy gig, but begs a question: "What is a beeper? " Note to the younger members—a beeper is basically a Caller ID device that told you who would have called you if cell phones had been invented. Anyway, Jim wanted to find something more interesting. He found a mechanical products company that not only offered him an opportunity to sell something other than corrugated boxes, but it also offered him something more valuable. An opportunity to learn something new. The work days with the new company were drastically different than the cushy gig. The new job's days began when Jim was first one in the office about 7:00AM, and continued as he read, and read, about the industry, until about 8:00 PM. The long days and hard work began paying off when Jim sold his first Air-Handler device after 5 months on the job. It snowballed after that and within 5 years he sold about \$2.1 million worth of business. There is that magic number again: "5 years". In 1993, Jim decided to leave and start his own company - Crest Mechanical. Again a successful adventure, but only in some respects. By 1999, the business represented 23 equipment lines, generated about a \$4.5 million a year in revenue, had 6 employees, very little margin, and even less enjoyment. Time to make a couple of changes (even though that was 6 years). Jim reduced the number to 6 lines represented; didn't replace employees as they left; and started handling everything himself. Continuing that desire to learn new things, Jim became an expert in swimming pool air handling (humidity, venting, lack of humidity, air flow, etc). He continued to increase his knowledge and expertise in all aspects of air handling too. Now in 2016, Jim is not only an expert in swimming pool stuff; he is a consultant; does new designs; and even coordinates other contractors to get the various jobs accomplished. Jim appears to be enjoying getting to the office every day at exactly the same time as the boss. Heck he likes that the office is not always the same place. His jobs come from repeat customers, from referrals, and from him being aware of his surroundings. He recently generated a couple thousand dollars of revenue because he noticed, and fixed, a 'negative pressure' problem at a business he was visiting for a totally unrelated reason. Jim's equipment truck has everything needed to fix any problem he encounters, so if you need advice on any of the things in which Jim knowledgeable, give him a call at 505-344-5578. If you don't know what you need, or are too embarrassed to ask, just have Jim over for a beer or glass of wine (make sure he drives his service truck) and he will notice any of your problems and probably be able to fix them before he goes home.

◆ NO MEETING THIS COMING TUESDAY—NOVEMBER 22ND. HAVE A HAPPY THANKSGIVING!

Business Leads:

None noted today

Reciprocity:

None written down today

♦ Welcome to our newest member: Adam Tafoya - representing New York Life.

- ♦ Have you made your nomination for one of the four Board of Director positions that will become available as terms expire? You can nominate yourself, or any other member that has been in the organization for at least one year and is currently in good standing. Voting will take place during our second breakfast meeting in December.
- ♦ PLEASE NOTE: BECAUSE OF THE HOLIDAY SEASON, WE WILL NOT HAVE TUESDAY MEETINGS ON December 27th and JANUARY 3rd.
- ♦ EAGA Holiday Party will be on Saturday, December 3rd. Sign up will end on November 29th, so our next meeting will be the last chance to get your name on the attendee list. The event is free for EAGA members and their spouse / significant other. Guests are also welcome at \$30 per person. A Hospitality Suite will be active from 5:00 to 6:00pm. The party will start with a cocktail hour from 6 to 7pm; Dinner from 7:00 to 8:00pm and dancing from 8:30 to 11:00pm. There will be lots of door prizes; complimentary drink tickets; laughter, frivolity and a good time to be had by all. Hope to see you there.

Badge Board Greeters

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| Nov 22nd | NO MEETING—THANKSGIVING HOLIDAY WEEK |
| Nov 29th | Scott Gorman—Gorman Industries, Inc |
| Dec 6th | Adam Tafoya—New York Life / Klint Hall—Lobo Wealth Strategies |
| Dec 13th | Damian Pascetti—Pascetti Steel / Jerry Becker—Steamatic |
| Dec 20th | Kit Turpen—HUB International |
| Dec 27th | NO MEETING. HAVE A HAPPY CHRISTMAS AND HANUKKAH HOLIDAY |
| Jan 3rd | NO MEETING SO MEMBERS CAN CELEBRATE THE NEW YEAR |
| Jan 10th | Soren Thomsen—TEMA Furniture |
| Jan 17th | Mike Deveraux—Document Imaging Of The Southwest |

Upcoming Speakers

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| Nov 22nd | NO MEETING—THANKSGIVING HOLIDAY WEEK |
| Nov 29th | Tom McMahon—Sunquest Advertising |
| Dec 6th | Mike Skolnick—Excalibur Realty |
| Dec 13th | |
| Dec 20th | Jerry Becker—Steamatic |
| Dec 27th | NO MEETING. HAVE A HAPPY CHRISTMAS AND HANUKKAH HOLIDAY |
| Jan 3rd | NO MEETING SO THAT MEMBERS CAN CELEBRATE THE NEW YEAR |
| Jan 10th | |

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